

Media Release

Friday 25 November 2016

Max Jelbart celebrated for contribution to Australian dairy industry

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The Australian Dairy Industry Council (ADIC) has recognised the contribution and dedication of Victorian dairy farmer Max Jelbart, with the 2016, Pat Rowley Outstanding Service Award. The award was presented at this morning's Dairy Industry Leaders Breakfast held in Melbourne, Victoria.

The award celebrates the lives and careers of industry participants whose contribution has significantly shaped the dairy community and beyond for the benefit of the whole value chain.

Chair of the Australian Dairy Industry Council (ADIC), David Basham said Max Jelbart was an admired intellectual who shared his time and knowledge freely.

"Max was extremely passionate about helping to foster the next generation in dairy, and ensuring they had the right tools to grow their businesses," Mr Basham said.

"His readiness to share his expertise with industry and the community alike was inspirational – he was a tireless advocate and will continue to be remembered very fondly."

During his career in dairy, Max served on various industry boards and committees and was a supplier of Murray Goulburn for 38 years – and a director since 2012.

A Director on the ADF Board for seven years and a past President of the United Dairyfarmers of Victoria's South Gippsland Branch, Mr Jelbart was this year presented with an Order of Australia medal for his services to the dairy industry and the community.

A Nuffield Farming Scholar and member of the Nuffield Australia Investment Committee, Mr Jelbart was renowned for seeking out new ways to develop his capacity as a farmer as well as opportunities to give back.

The industry has bid farewell to dedicated dairy advocate, Max Jelbart who sadly passed away in June.

"On behalf of the entire dairy supply chain, the ADIC celebrates the life of Max Jelbart and his remarkable achievements throughout his career," said Mr Basham.

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The Australian Dairy Industry Council (ADIC) is the dairy industry's peak policy body. It co-ordinates industry's policy and represents all sectors of the industry on national and international issues through its two constituent bodies, Australian Dairy Farmers Ltd (ADF) and the Australian Dairy Products Federation (ADPF). It aims to foster, promote and protect the interests of the Australian dairy industry by driving a whole of industry approach to dairy policy and the development of the dairy industry.

The ADIC Leaders Breakfast is an opportunity for key leaders of the dairy industry to discuss the challenges and opportunities facing the whole supply chain, and celebrates the industry's contribution to the economic and social wellbeing of Australia.